

**METHOD AND SYSTEM FOR COMMUNICATION WITH GROUPS**  
**ASSOCIATED WITH REQUESTS FOR ACTION**

**ABSTRACT**

5           A platform provides for interaction with customers or other classes of individuals on a group basis. The platform supports a method that includes maintaining data about groups of persons, wherein the groups include persons associated with respective requests for action. The data further includes information sufficient to contact members of the groups. The platform provides a client interface, such as a web page for use of the data about groups of persons and requests for action. Using the client interface, users find and become members of groups. The platform also provides a business user interface, such as a web page, for use of the data about groups and about requests for action, by which business users monitor activity of groups and communicate with the groups. The client interface includes tools for browsing a set of requests for action, selecting a particular request, and joining a group of persons associated with the particular request. Further, the client interface includes a tool for composing and submitting a request for action, and comments associated with a selected request for action. The business user interface includes a tool for browsing a set of requests for action, selecting a particular request, and accessing information about a group of persons associated with the particular request. Such information about a group includes statistics such as the number of people who have joined in the request, the identity of such persons, any comments such persons have submitted, and related requests. The business user interface also includes the tool for composing and submitting a response to particular request for action. The response includes an offer directed to satisfaction of the request for action in some instances, and in other instances consists of only a communication with the members of the group.